



10/29/01

12-06-01

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**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
UTILITY PATENT APPLICATION TRANSMITTAL
UNDER 37 CFR 1.53(b)**

Address to: Assistant Commissioner for Patents Box Patent Application Washington, DC 20231	Attorney Docket No.	50R4802
	Inventor(s)	CHANG
	Assignee Name:	SONY CORPORATION - Toyko, Japan
	Assignee Name:	SONY ELECTRONICS INC. - Park Ridge, New Jersey
	Express Mail Label No.	EL809427915US
	Total Pages	22

 11000 U.S. PTO
10/29/01
**Title of Application:**

SYSTEM AND METHOD FOR ESTABLISHING VIEWER SHOPPING PREFERENCES BASED ON VIEWING AND LISTENING PREFERENCES

Transmitted with the patent application are the following:

- 1 Page(s) Transmittal form (plus one copy)
- 16 Page(s) Specification, claims, abstract
- 1 Page(s) Formal Drawings
- 4 Page(s) Declaration and Power of Attorney

EXPRESS MAIL CERTIFICATE

I hereby certify that the above paper/fee is being deposited with the United States Postal Service "Express Mail Post Office to Addressee" service under 37 CFR 1.10 on the date indicated below and is addressed to the Assistant Commissioner for Patents, Washington, DC 20231

Date of Deposit:

OCTOBER 29, 2001

Person mailing paper/fee:

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Signature

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